

FIG. 1
PRIOR ART

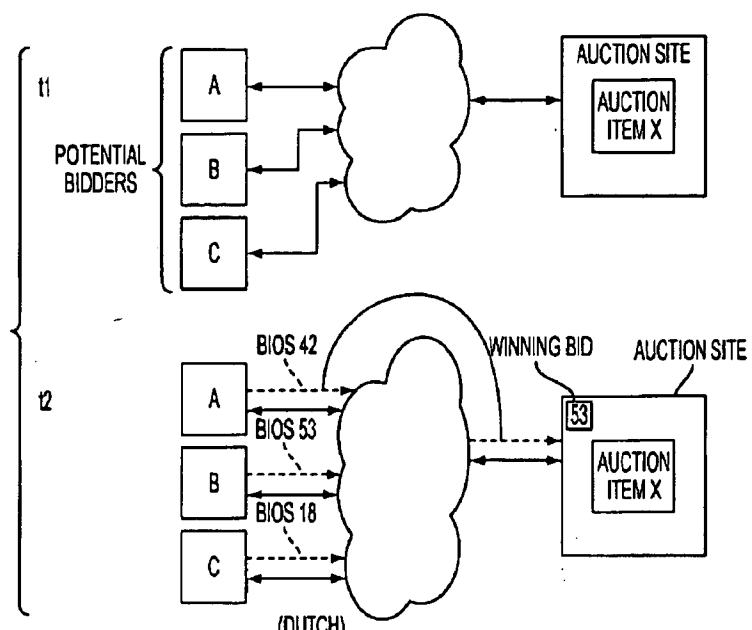


FIG. 1

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FIG. 2
PRIOR ART

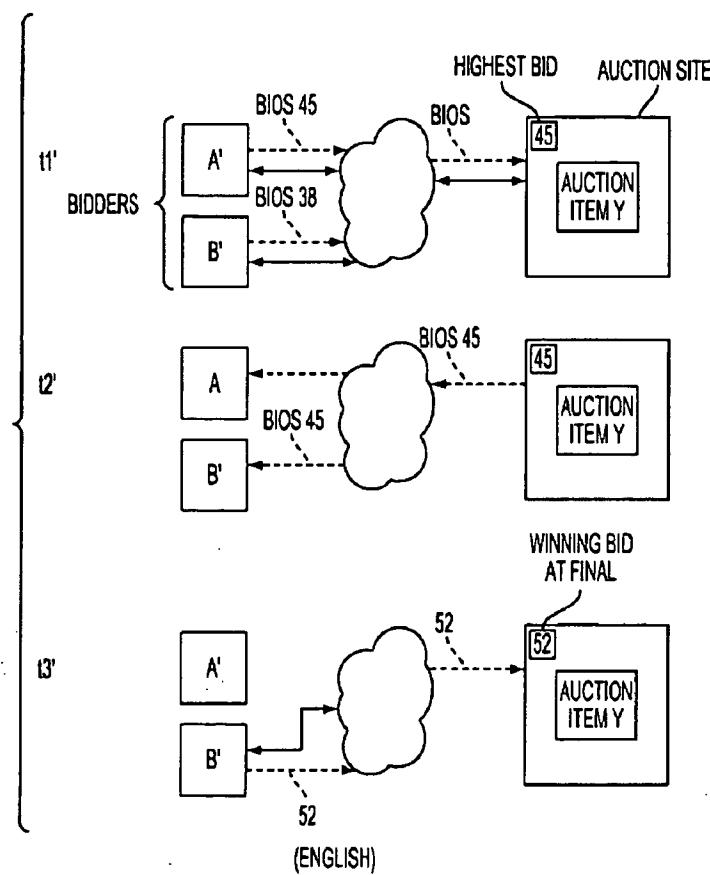


FIG. 2

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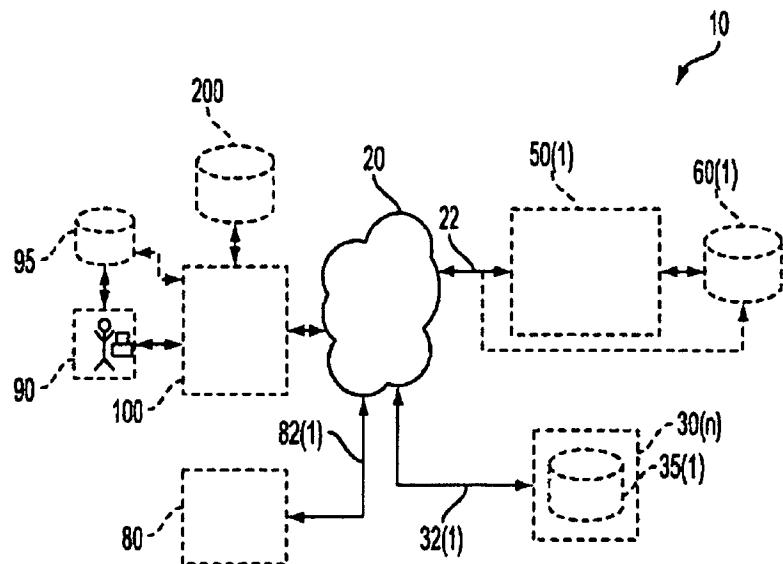


FIG. 3

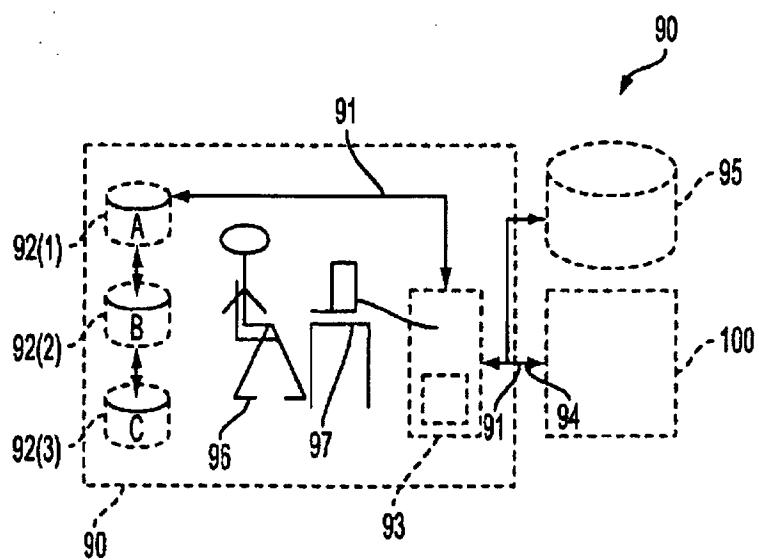


FIG. 4

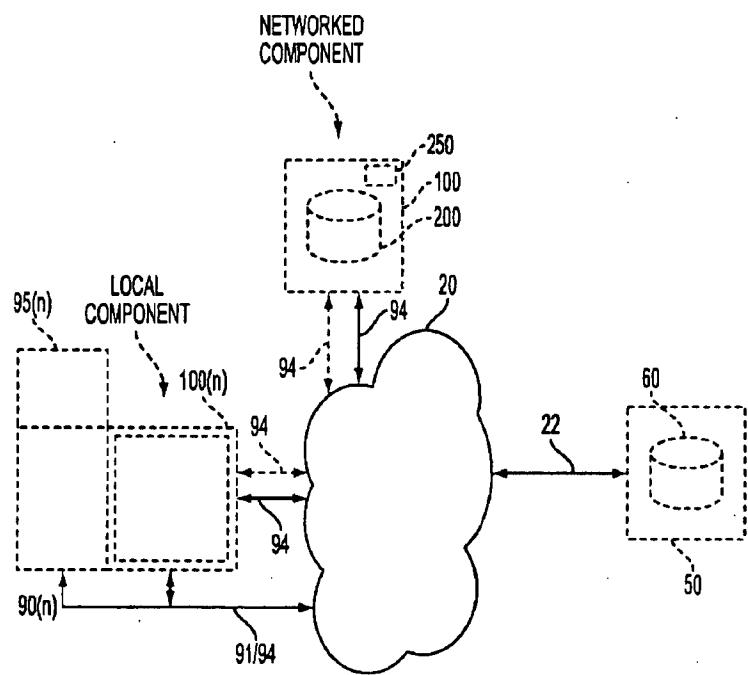


FIG. 5B

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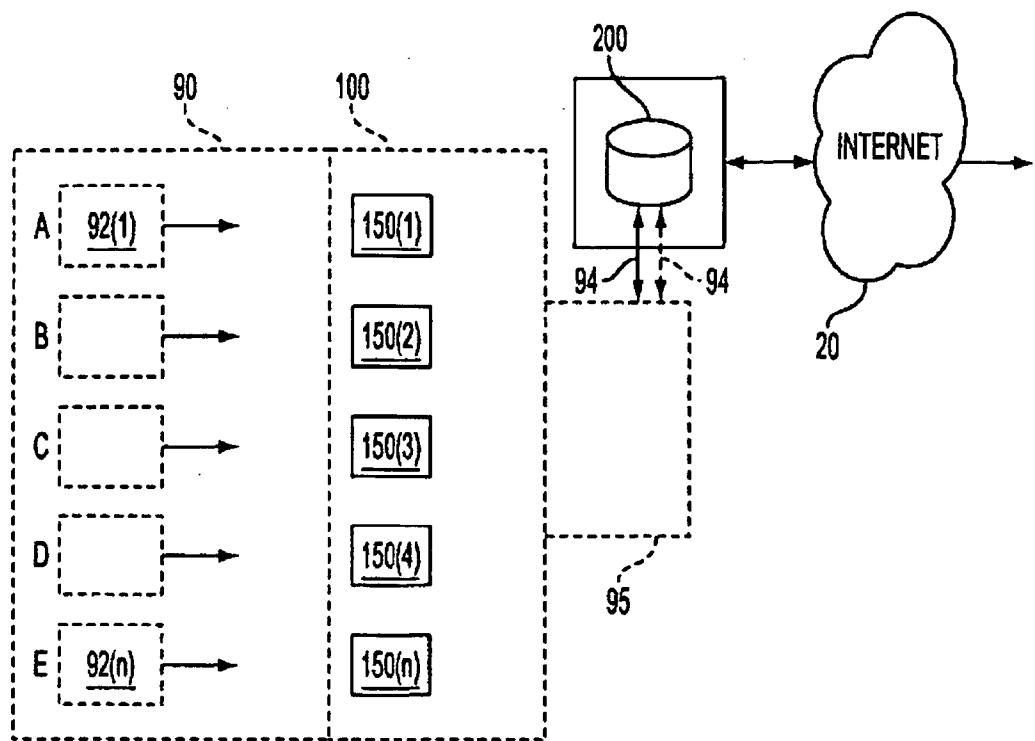
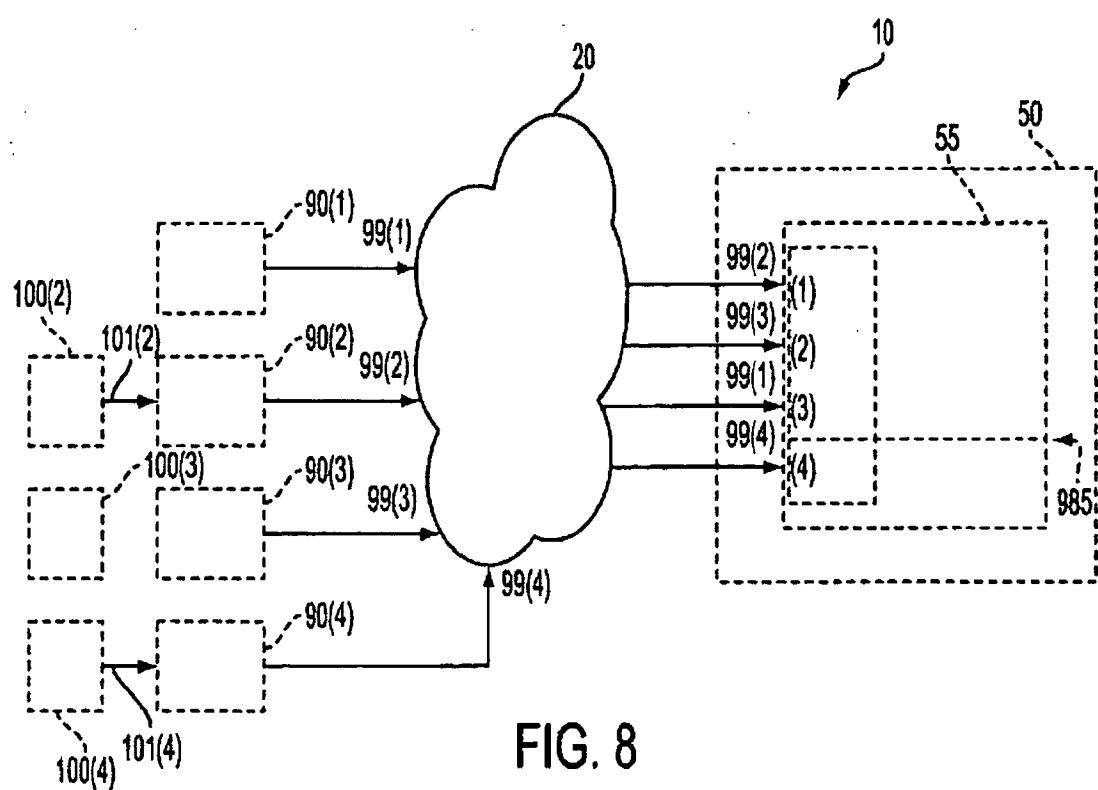
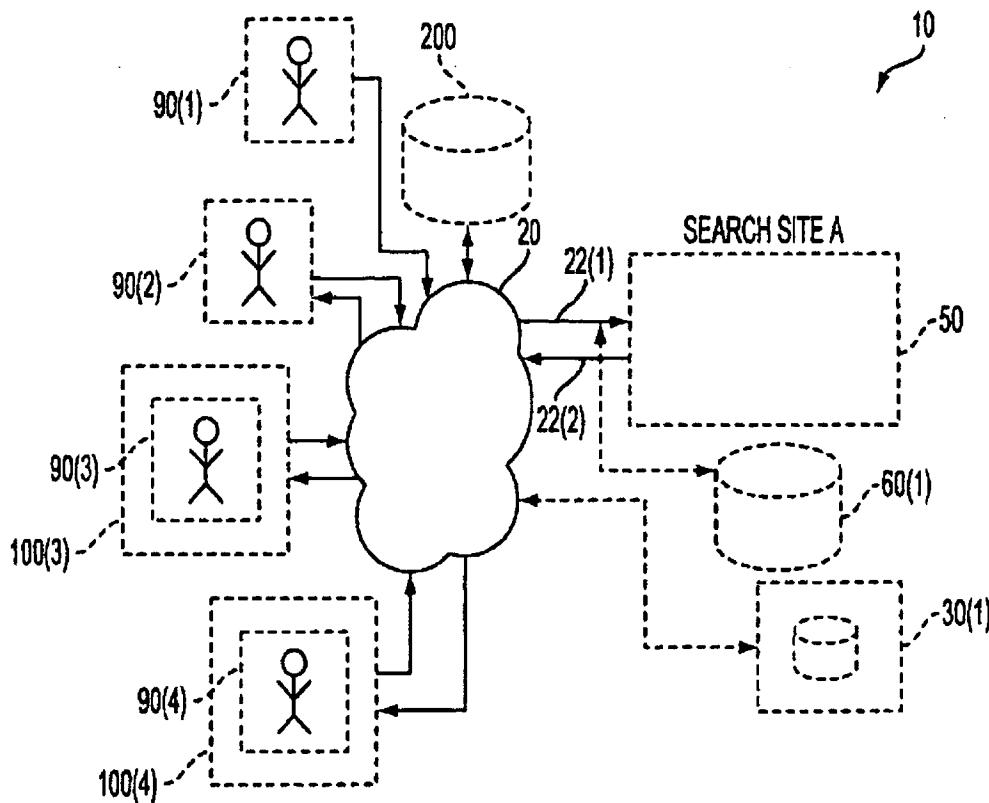


FIG. 6

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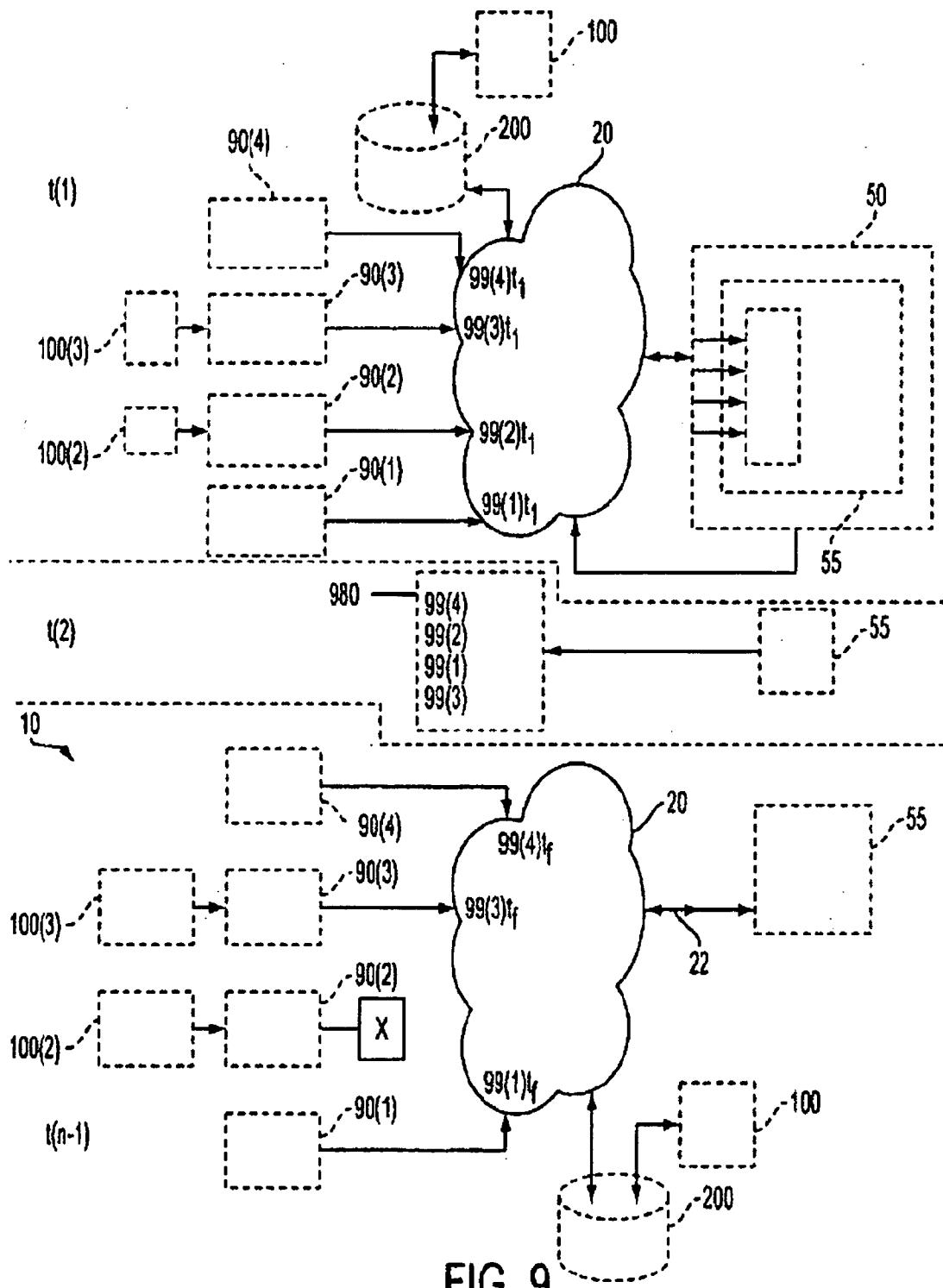


FIG. 9

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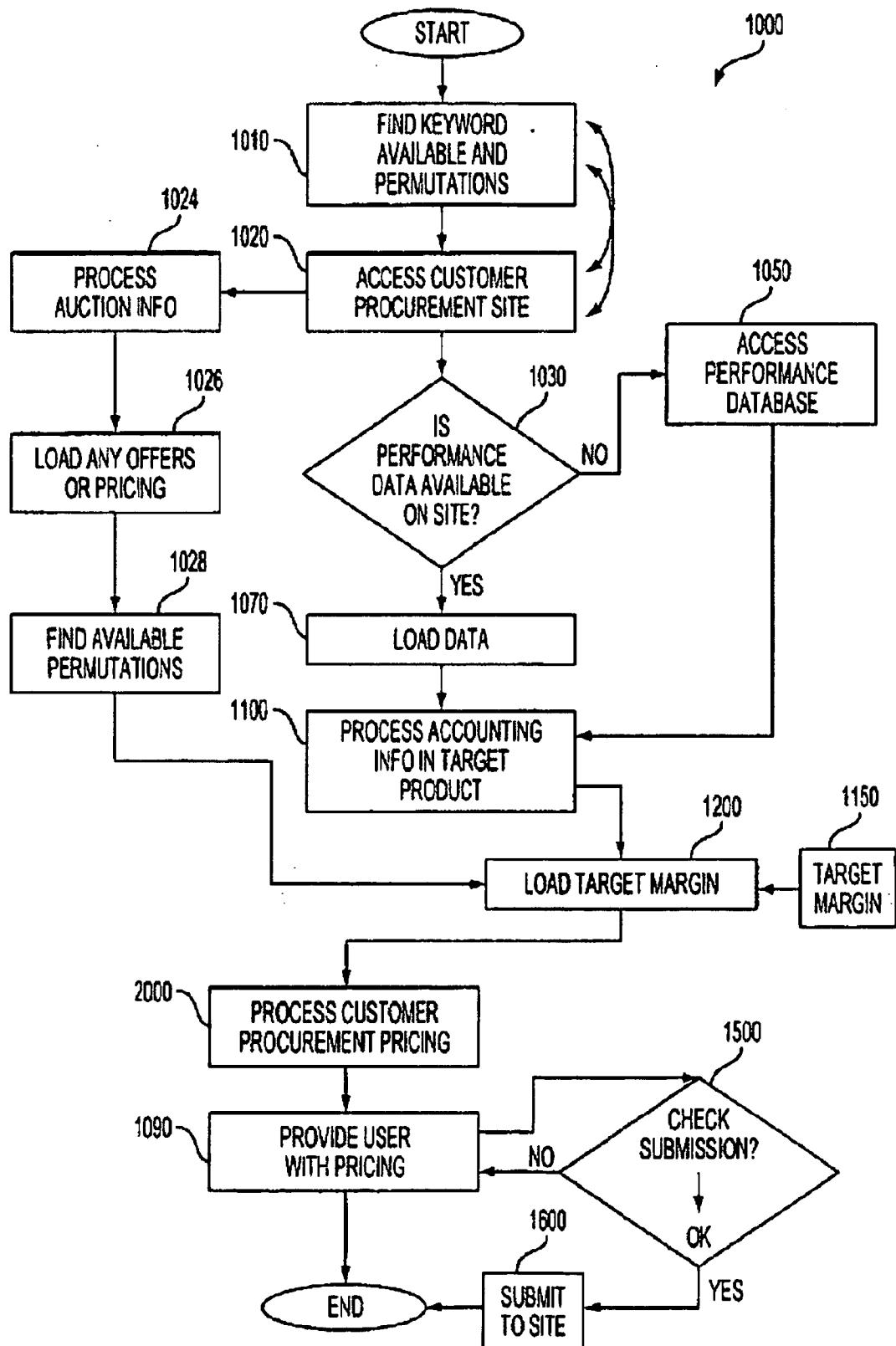


FIG. 10

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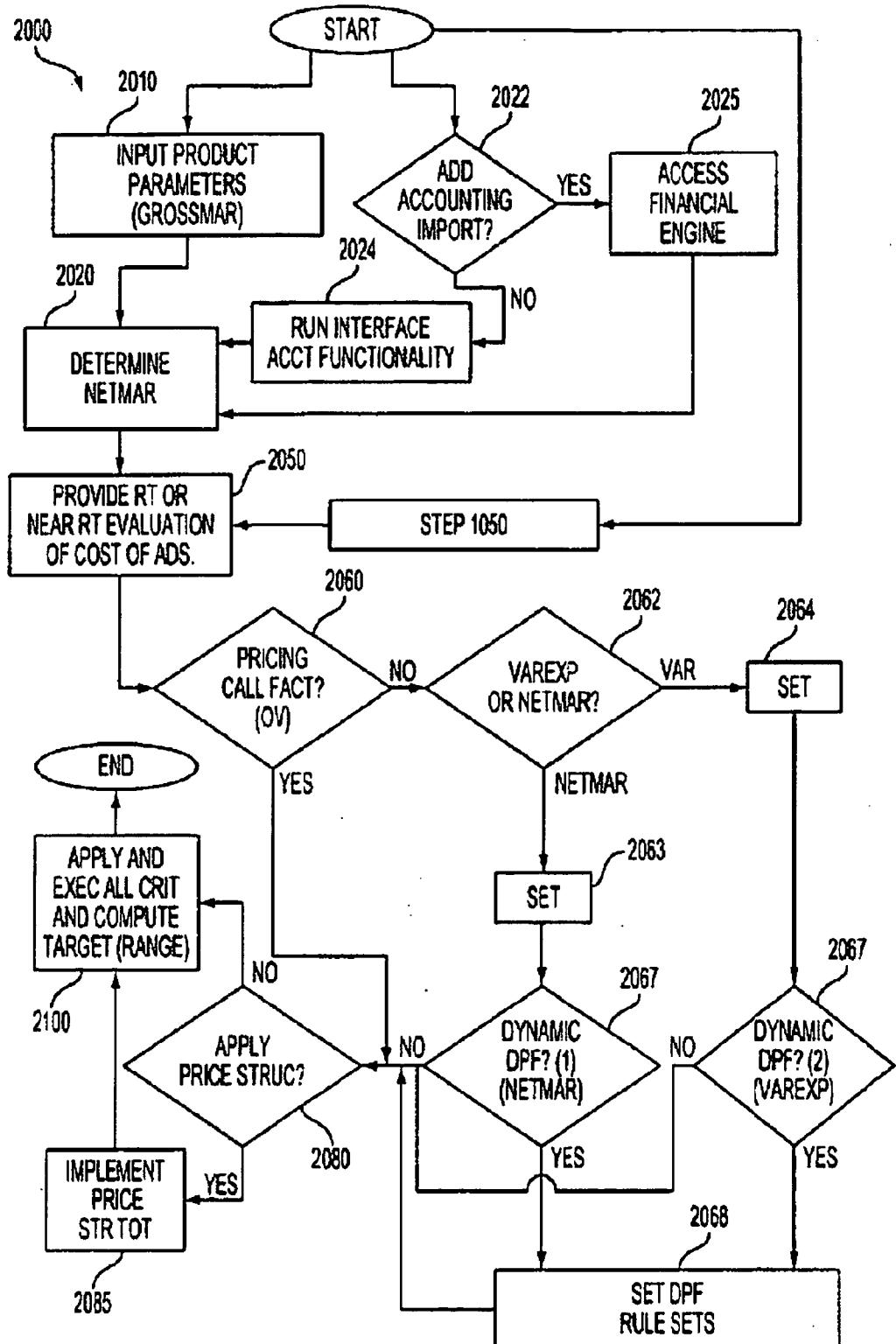


FIG. 11

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PRODUCT SET	KEYWORD SET	DYNAMIC PRICING RULE
A, B, C	"SKIN CARE" "UNDER \$5"	RULE A
A, B, C, D, E	"SKIN CARE" "UNDER \$50"	RULE B
A, E	"FDA APPROVED SKIN TX"	RULE A
B, C	"ALTERNATIVE MEDICINE" "SKIN CARE"	RULE C
D	"PRESCRIPTION SKIN CARE"	RULE B

FIG. 12

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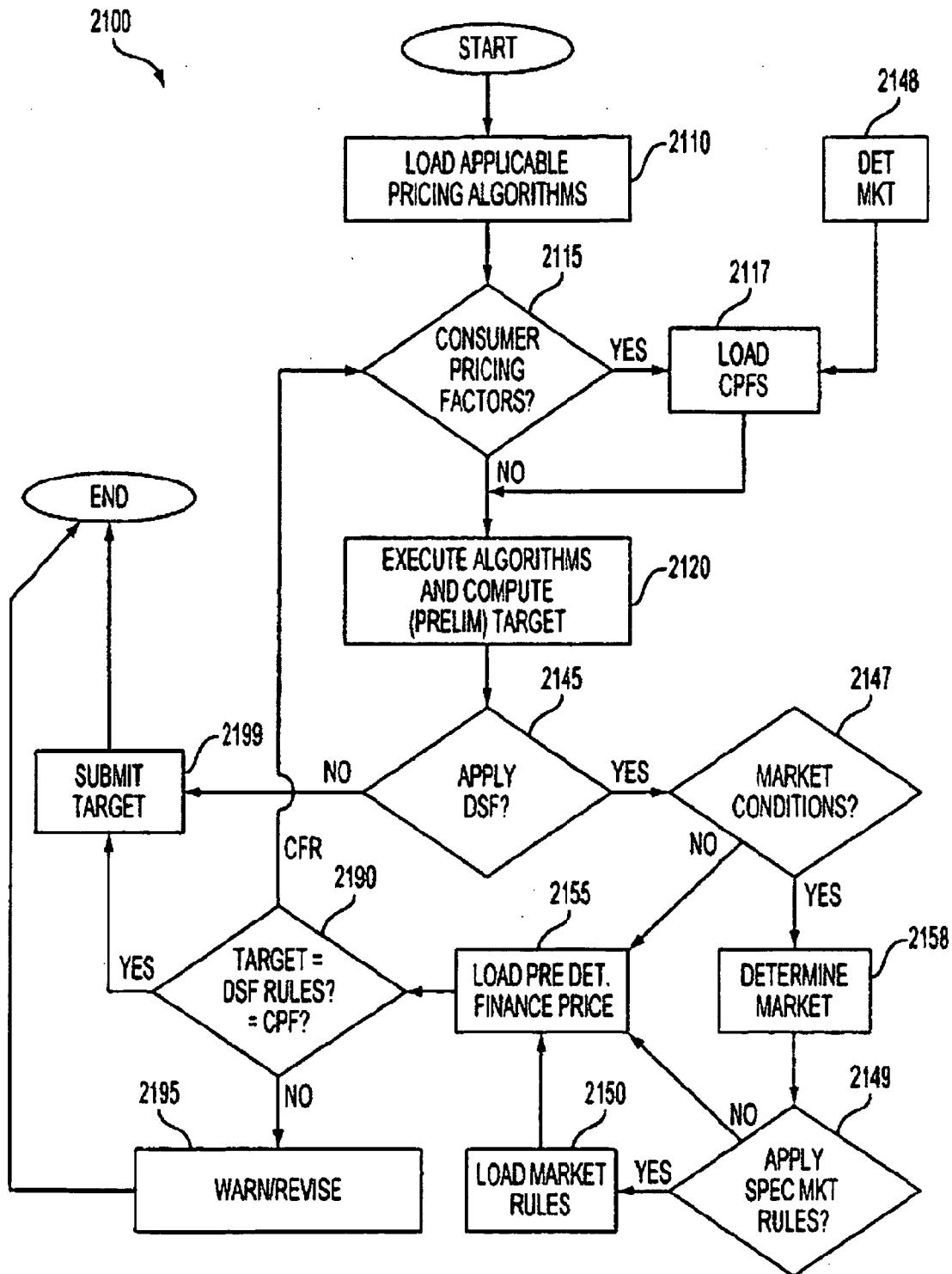


FIG. 13

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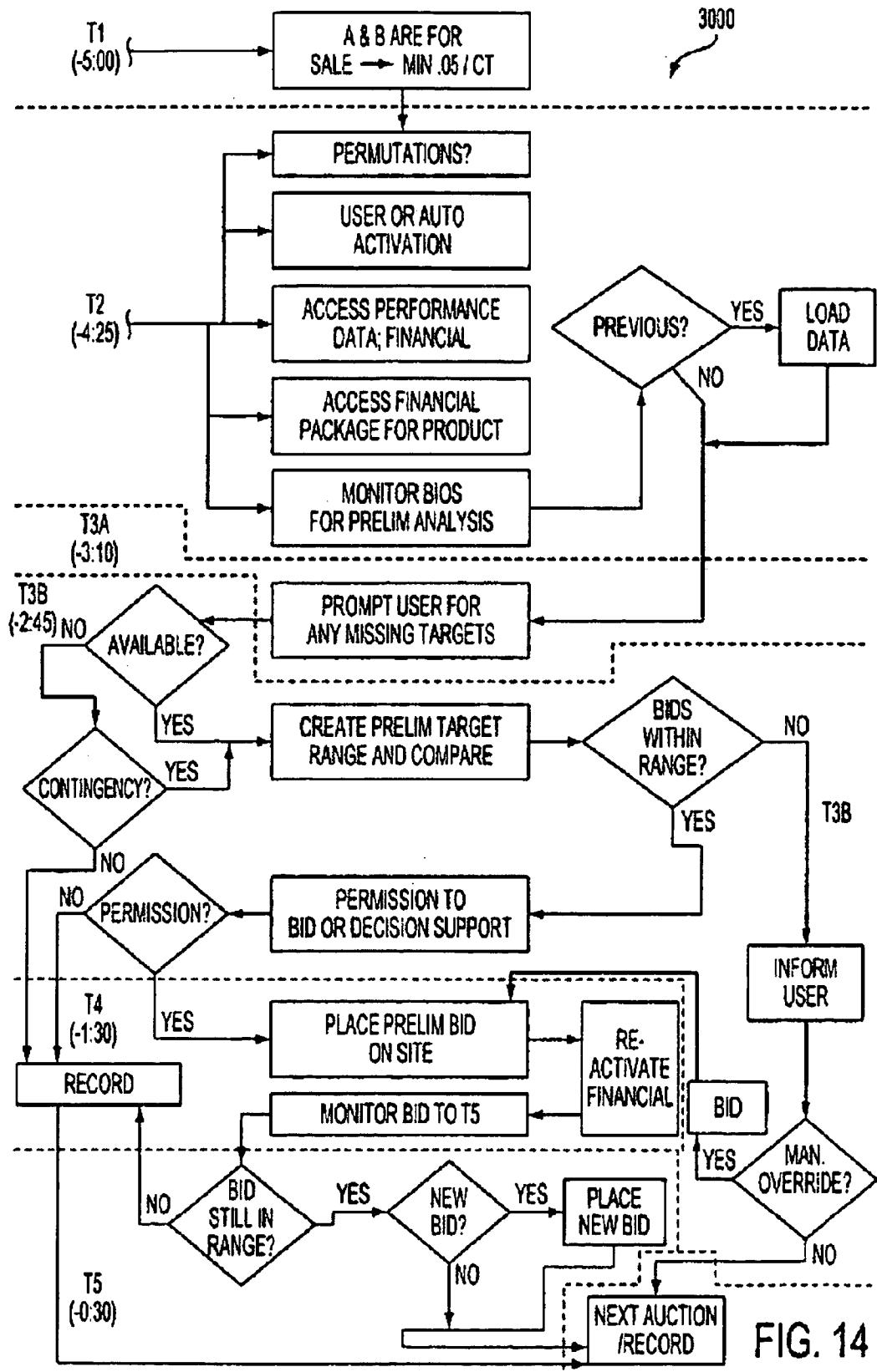


FIG. 14

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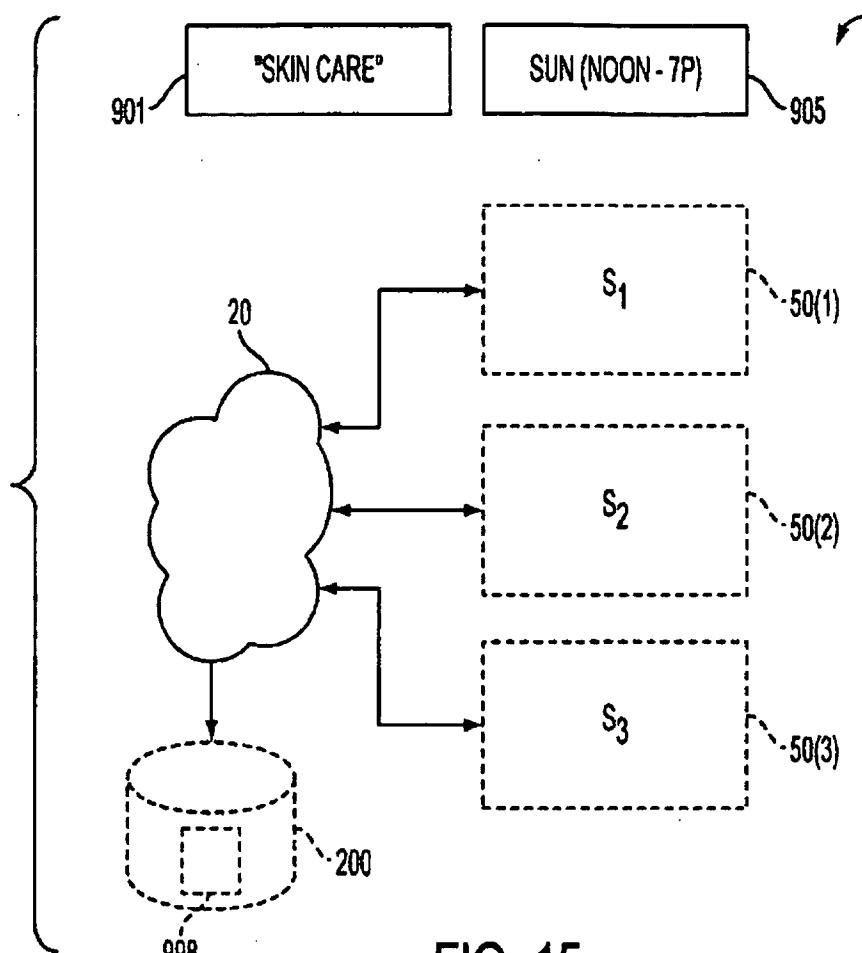


FIG. 15

KEYWORD	SITE	TIME PERIOD	COST/CT.	BID RES. PERFORMANCE REL.	TP WEIGHT
"SKIN CARE"	50(1)	SUN	0.27	X	992
		1-4P	0.15		
	50(2)	ALL DAY	0.24		
		1-6P	0.17		
	50(3)	ALL DAY	0.125		
		WEEK	0.125		

FIG. 16

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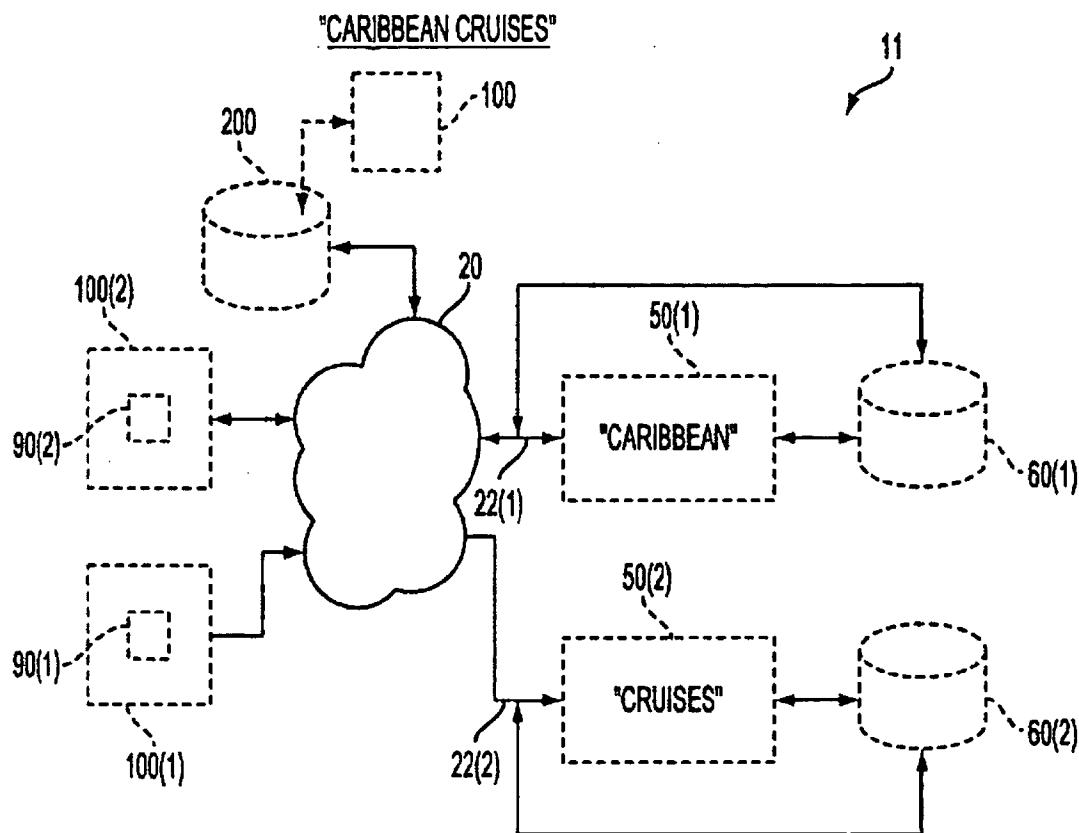


FIG. 17

A table comparing performance metrics for two search terms, S_1 and S_2 . The table is divided into three sections: PRICE, PERFORMANCE, and CLICK-THROUGH.

PRICE		CLICK-THROUGH		
S_1	S_2	S_1	S_2	
"CARIBBEAN"	"CRUISE"			
.47	.87			
PERFORMANCE				
S_1	S_2	S_1	S_2	
CARIBBEAN	CRUISE	CRUISE	CARIBBEAN	
1.75 / MIN	1.21 / MIN	1.82 / MIN	2.67 / MIN	

FIG. 18

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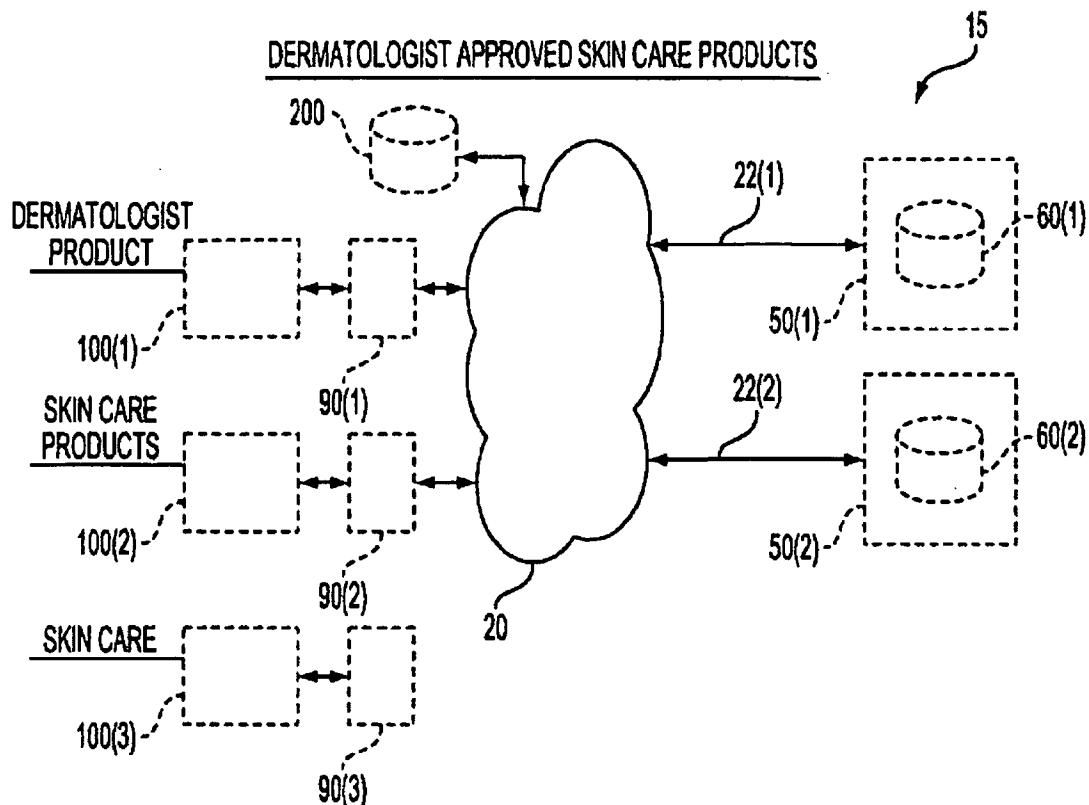


FIG. 19

975 FACTORS

PERMUTATION ELEMENT	SITE	FACTORS		S ₁ S ₂ S ₁
		S ₁	S ₂	
	P ₁ E ₁	1.3	.82	----->
	P ₂ E ₁	.05	.03	----->
	P ₃ E ₁	.72	.64	----->
	P ₁ E ₂	1.8	1.5	
	P ₂ E ₂	.72	.63	
	P ₃ E ₂	.81	.75	
	P ₁ E ₁ E ₂	1.0	1.15	
	P ₂ E ₁ E ₂	.73	.71	
	P ₃ E ₁ E ₂	.61	.60	

FIG. 20

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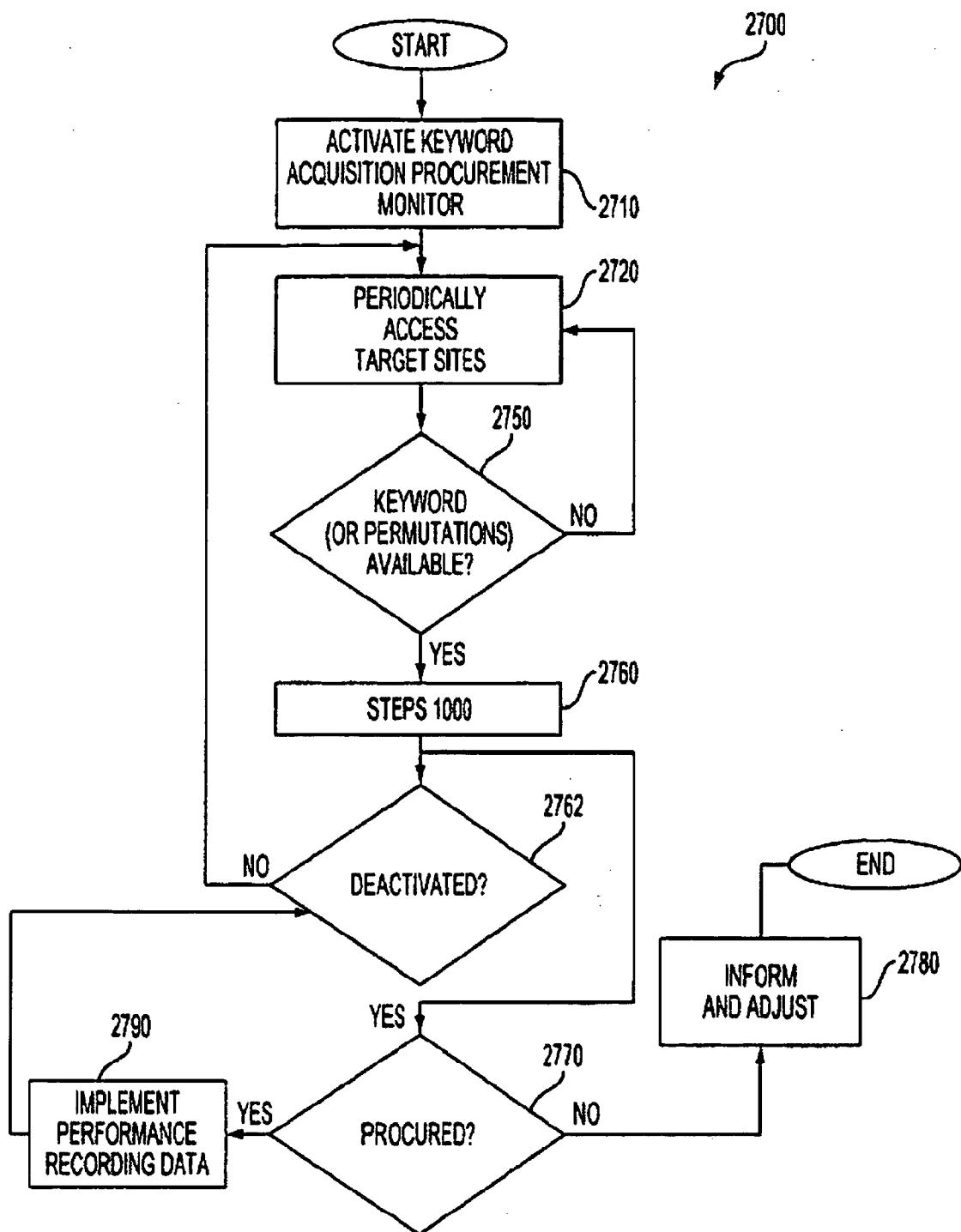


FIG. 21

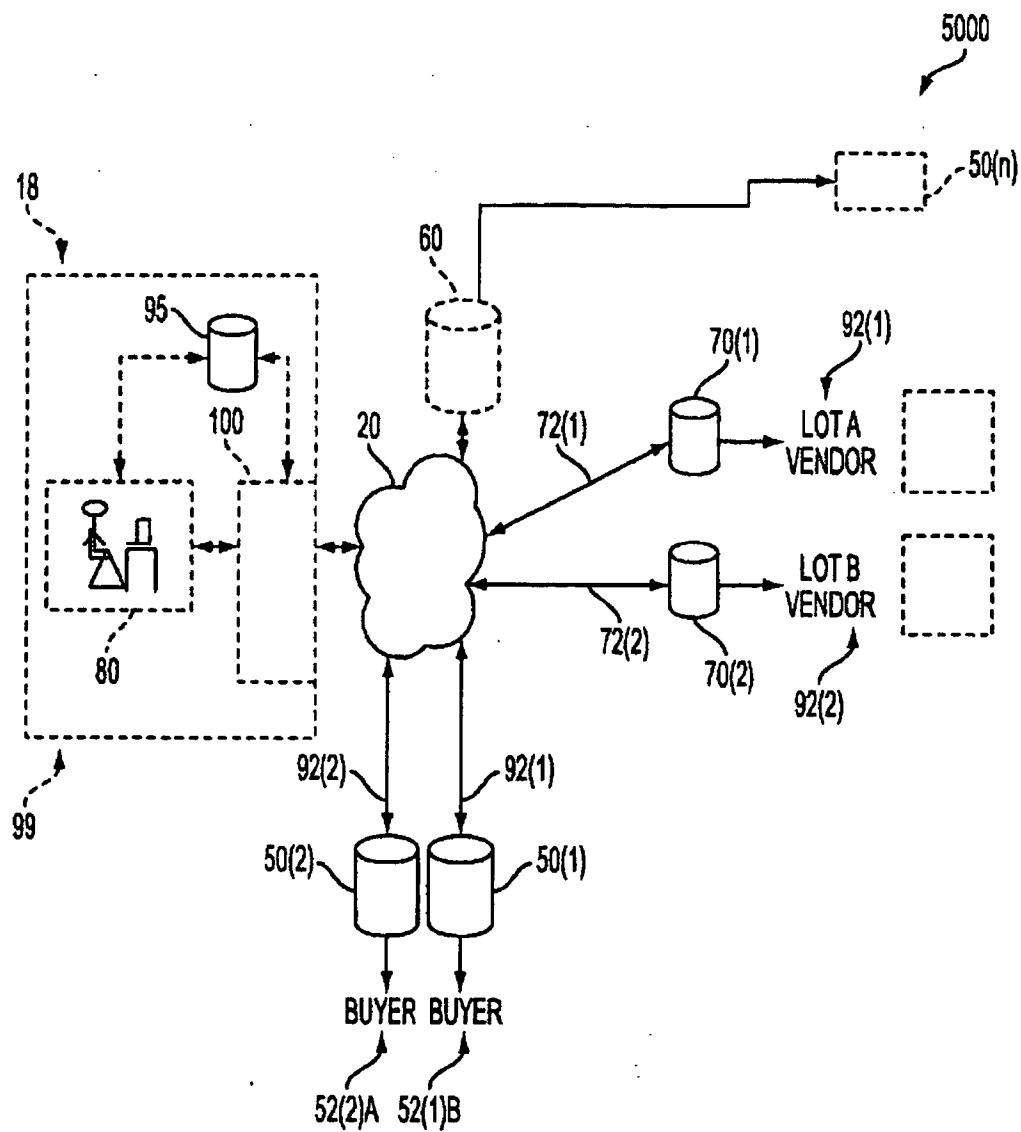


FIG. 22

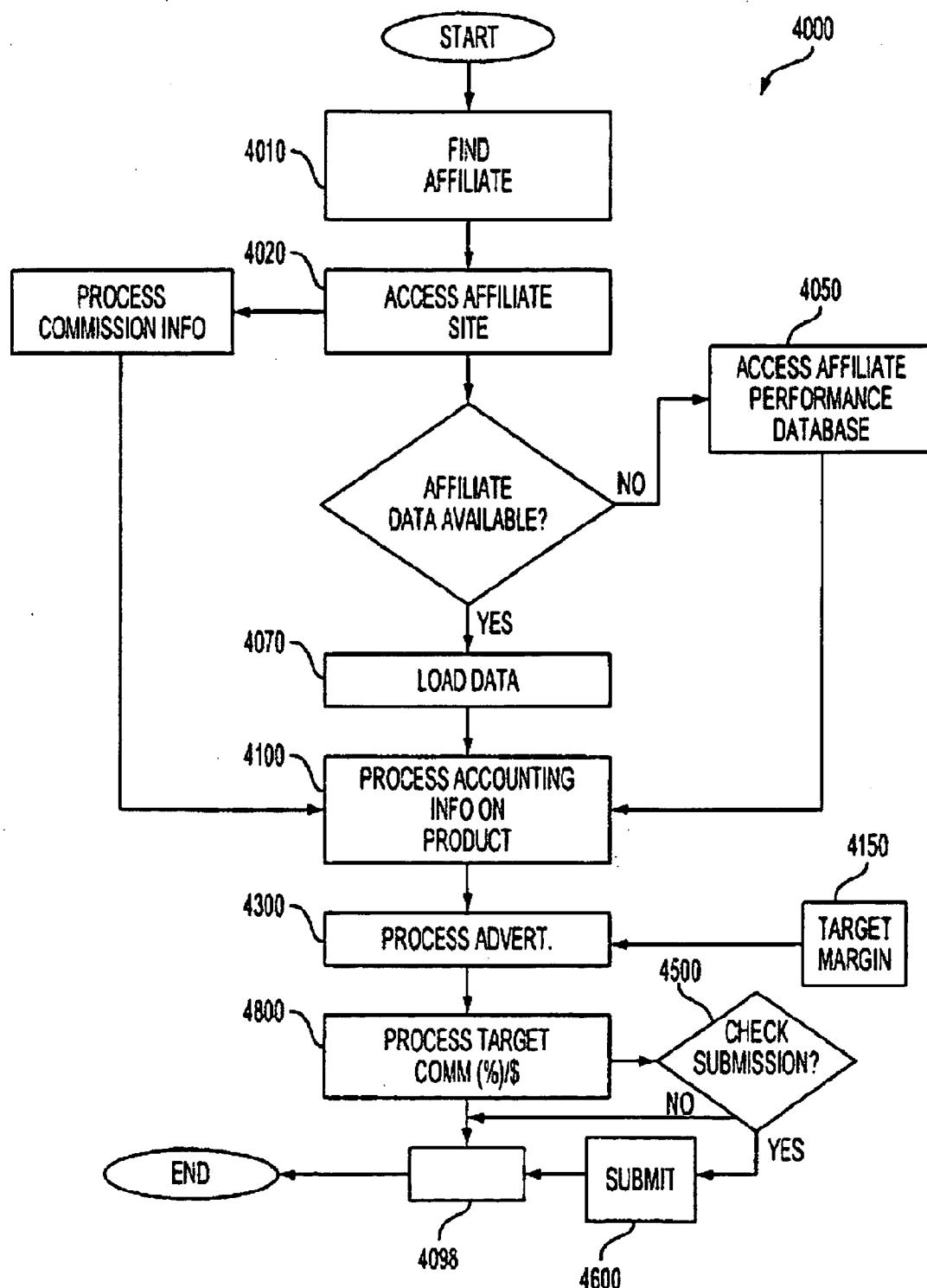


FIG. 23

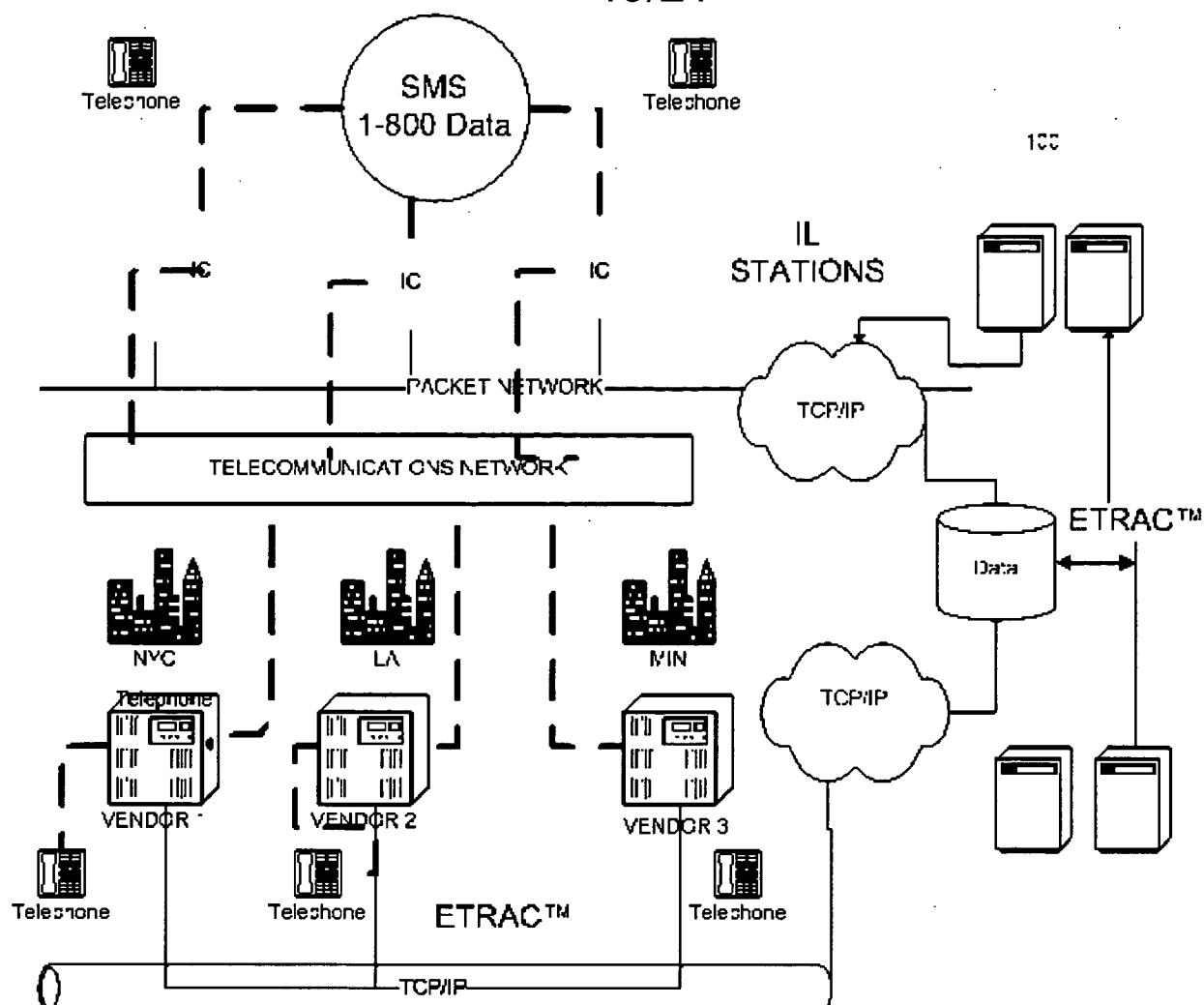


FIG. 24

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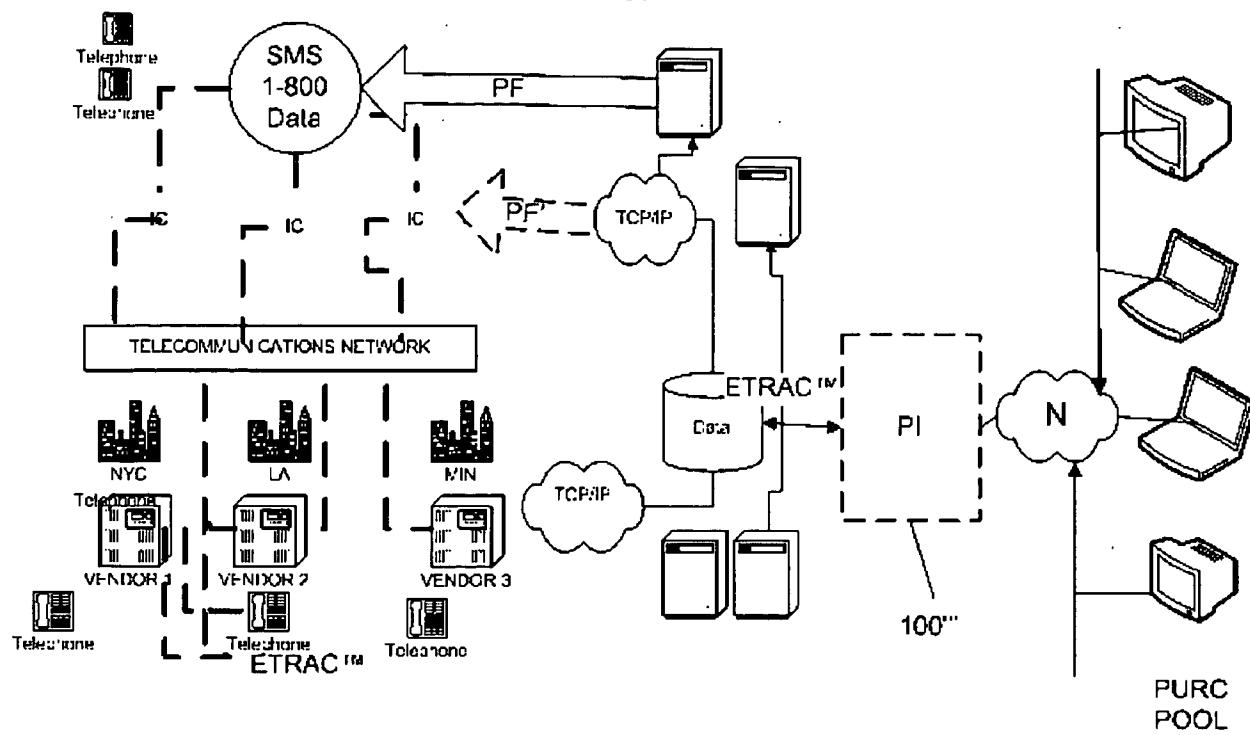


FIG. 25

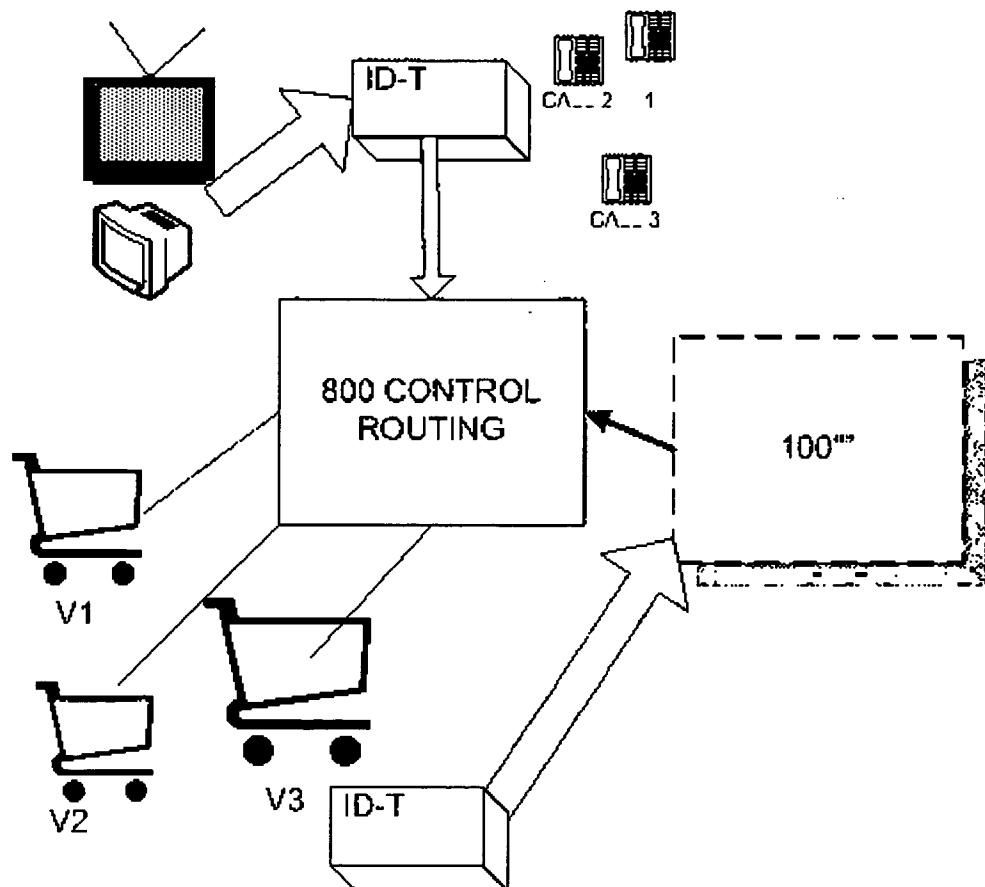


FIG. 26
DATA FLOW

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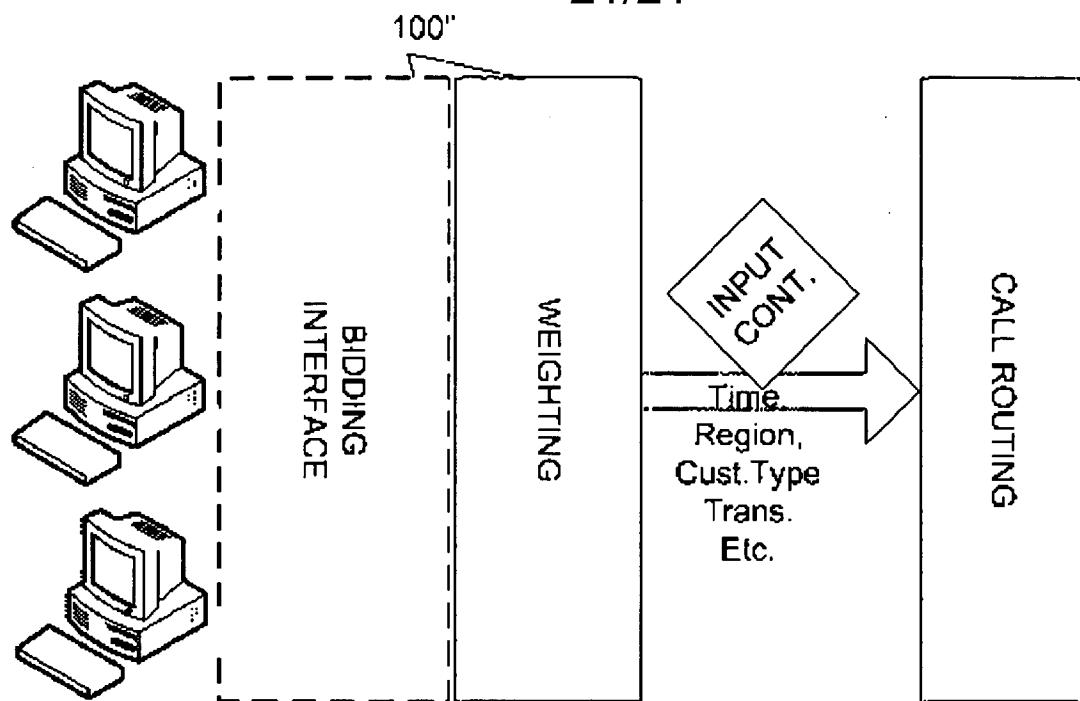


FIG. 27

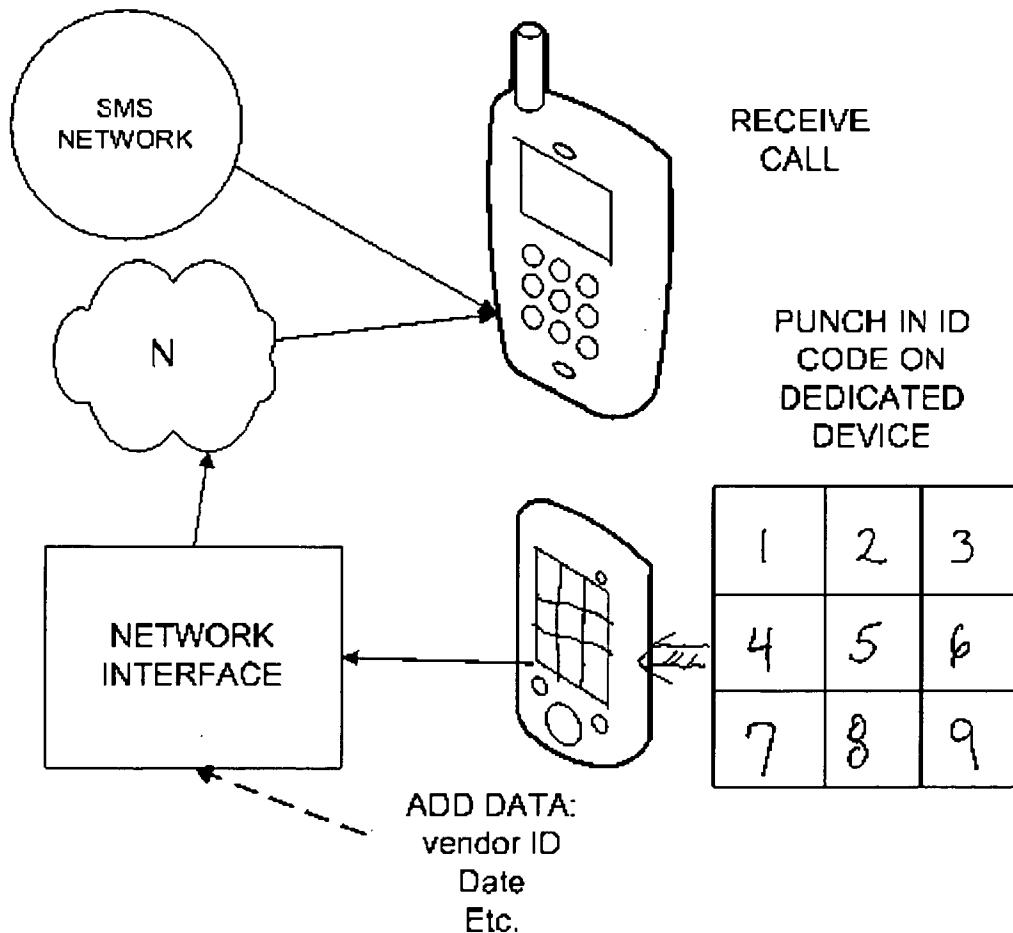


FIG. 28